

## CLAIMS:

1. An apparatus (101) for content analysis comprising:  
means (103) for receiving a first video signal encoded in accordance with a first video encoding format;  
means (107) for extracting first video coding data from the first video signal,  
5 the first video coding data being in accordance with the first video encoding format;  
means (109) for converting the first video coding data into second video coding data being in accordance with a second video encoding format; and  
means (111) operable to perform content analysis in response to the second video coding data.  
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2. An apparatus as claimed in claim 1, wherein the first video encoding format is a first video encoding standard and wherein the second video encoding format is a second video encoding standard.
- 15 3. An apparatus (101) as claimed in claim 1 wherein the means (109) for converting is operable to generate the second video encoding data by converting at least some video coding parameters of the first video coding data relating to a first block encoding size into video coding parameters relating to a second encoding block size compatible with the second video encoding format.  
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4. An apparatus (101) as claimed in claim 3 wherein the means (109) for converting is operable to determine a common encoding block size for the first and second video encoding formats and to convert the at least some video coding parameters of the first video coding data not corresponding to the common encoding block size into video coding  
25 parameters corresponding to the common encoding block size.
5. An apparatus (101) as claimed in claim 3 wherein the first and second encoding block sizes are transform block sizes.

6. An apparatus (101) as claimed in claim 3 wherein the first and second encoding block sizes are prediction block sizes.
7. An apparatus (101) as claimed in claim 3 wherein the first encoding block size is smaller than the second encoding block size and the conversion of the at least some video encoding parameters comprises grouping a plurality of encoding blocks and determining a common video coding parameter for the group.
8. An apparatus (101) as claimed in claim 7 wherein the common video coding parameter comprises a transform coefficient.
9. An apparatus (101) as claimed in claim 8 wherein the transform coefficient is a DC coefficient.
10. An apparatus (101) as claimed in claim 9 wherein the means (109) for converting is operable to determine the common video coding parameter at least partly by averaging at least one DC coefficient of each encoding block in the group.
11. An apparatus (101) as claimed in claim 8 wherein the transform coefficient is an AC coefficient.
12. An apparatus (101) as claimed in claim 11 wherein the means (109) for converting is operable to determine the common video coding parameter at least partly by scaling at least one AC coefficient of each encoding block in the group.
13. An apparatus (101) as claimed in claim 7 wherein the common video coding parameter comprises a motion vector.
14. An apparatus (101) as claimed in claim 13 wherein the means (109) for converting is operable to determine the common video coding parameter at least partly by averaging at least one motion vector of each encoding block in the group.

15. An apparatus (101) as claimed in claim 1 wherein the means (111) operable to perform content analysis is operable to perform content analysis based on only video coding parameters allowed by the second video encoding format.
- 5 16. An apparatus (101) as claimed in claim 1 wherein the means (111) operable to perform content analysis is further operable to perform the content analysis in response to video coding parameters of the first video coding data.
- 10 17. A method of content analysis comprising the steps of:  
receiving (201) a first video signal encoded in accordance with a first video encoding format;  
extracting (203) first video coding data from the first video signal, the first video coding data being in accordance with the first video encoding format;  
converting (205) the first video coding data into second video coding data  
15 being in accordance with a second video encoding format; and  
performing (207) a content analysis in response to the second video coding data.
18. A computer program enabling the carrying out of a method according to claim 17.
- 20 19. A record carrier comprising a computer program as claimed in claim 18.